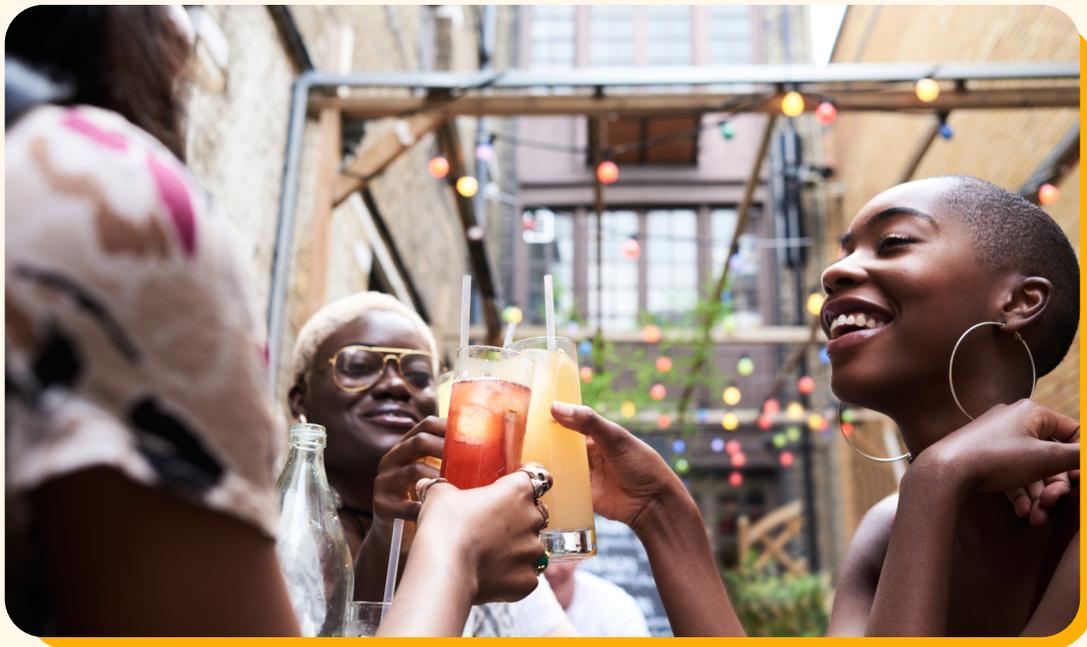


DINER INSIGHTS

# Capitalize on the surge in diner demand

More than 20,000 diners told us how they feel about vaccination requirements and what matters most when they choose restaurants



With ever-shifting city, state, and national restrictions, one thing is certain: demand is at an all-time high. People are itching to be back in restaurants.

Meeting increased demand while dealing with staffing shortages, supply issues, and regulations requires efficient operations. Tapping into diner insights helps restaurants make decisions about how to have the biggest impact, plan ahead, and make sure seats are full.

OpenTable conducted our sixth diner survey, designed to take the pulse of diners, so restaurants can make informed decisions. Let's uncover what diners think.

# People are hungry for restaurants

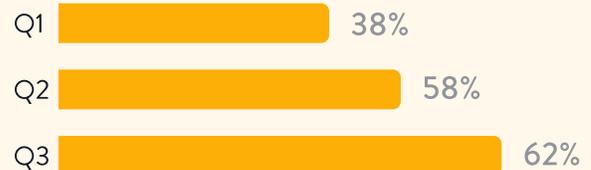
## Frequent diners have returned to restaurants

**62%**

say they're dining out at least once a week

### TIP

With people eager to dine out, now is the time to invest in marketing—attract new diners with boost campaigns and Bonus Points



## And dining out isn't the only way they're enjoying restaurants

**34%**

say they're ordering takeout from restaurants for dinner at least once a week (25% for lunch)

### TIP

Showcase your takeout and delivery options on your profile, website, and social media

# Diners care about vaccination proof

Safety is still a priority. With changing regulations, many cities are rolling out proof of vaccination requirements. Let's see what diners think.

## A majority of diners are willing to show their vaccine cards

**23%**

say that restaurants requiring proof of vaccination is a must for them to dine indoors

**48%**

say they are willing to show proof of vaccination, but proof of vaccination isn't necessary for them to dine there

**15%**

say they aren't willing to show proof of vaccination

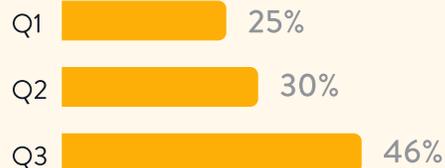
### TIP

If you require vaccination proof, add the safety precaution to your profile—plus keep track of diners who already showed proof with the verified guest tag

## And they want to know that restaurant staff got their jabs

**46%**

say that requiring staff to be vaccinated is a must



### Local perspectives are mixed

**San Francisco Bay Area:** 37% say vaccination proof is a must, the highest of any region

**Canada:** 34% say vaccination proof is a must

**Vegas, Orlando, and Phoenix:** 23% say they're not willing to show vaccination cards, the highest of any region

# Diners are driven by menus

Getting in front of diners the moment they decide where to go out to eat is more important than ever. Let's dive into what people care about.



People care most about the menu when choosing a restaurant

**77%**

say the menu is very important when choosing a restaurant

And they want menu updates

**67%**

say they're interested in receiving menu updates from their favorite restaurants

## TIP

Keep your menu updated everywhere you have a presence—your website, profile, social media, and storefront



**Did you know?** When you update your menu on OpenTable, we'll notify diners who have dined with you through their personalized newsfeed

# People want updates via email and OpenTable

Communicating with guests helps you manage your time and prevent dining disasters. Here's how people want to communicate with restaurants.

## Diners check their inboxes

**58%**

say they want to receive emails with restaurant updates

### TIP

Send automatic email and SMS confirmations to guests

## And OpenTable too

**38%**

say they want to receive updates via OpenTable

### TIP

Update your OpenTable profile with the latest menus, takeout, experiences, delivery options, availability, and photos

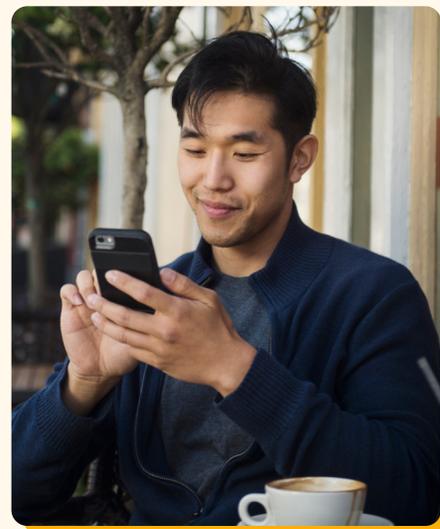
## They want to share updates with restaurants, too

**77%**

say they want to easily modify or cancel a reservation, followed by letting the restaurant know they're running late (62%), they're celebrating a special occasion (60%), and they have a special request (56%)

### TIP

Use Direct Messaging to confirm reservation details and manage special requests with your guests ahead of time



# Happy hours and experiences are heating up

With people ready to dine out again—and a general delight at being able to—people are getting back to their favorite restaurants, to gather and experience the joy of dining.

## They influence where people choose to dine

**27%**

say new happy hour or special experiences are very important when choosing a restaurant, with an additional 43% saying it's somewhat important

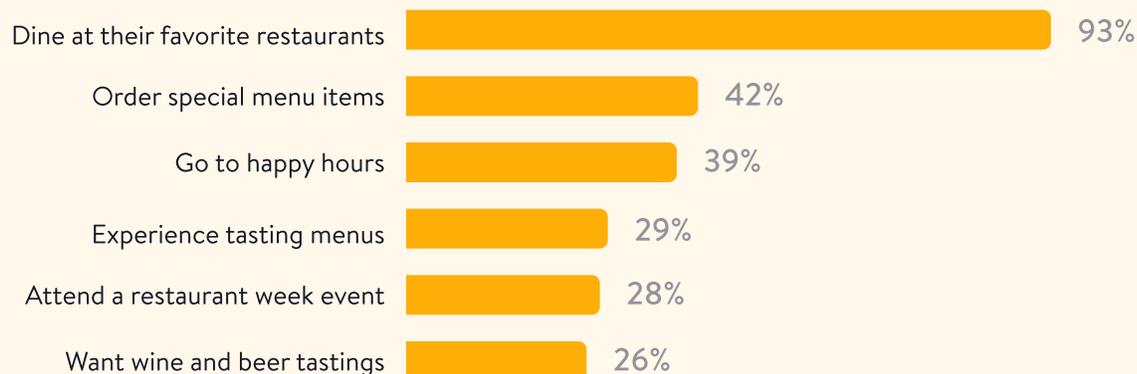
## And they want to be in the know about them

**45%**

say they want to stay in-the-know when restaurants offer new happy hour or special experiences

**Add happy hour and special menu items using experiences, and they'll be featured on your OpenTable profile—plus OpenTable will spotlight your restaurant in [our Dine On campaign](#) in 2021**

## Everyone loves a party! People are hungry to celebrate again



Keep a pulse on industry trends in 2021 using country, state, and city-level data and insights on [OpenTable's state of the industry hub](#) and [get additional tools and tips](#) to get back in action.

For more insights from OpenTable's quarterly Diner Insights series, [see results](#) from the October 2020, July 2020, April 2020, February 2021, and May 2021 surveys.

#### About the survey

OpenTable surveyed over 20,000 diners in the U.S. and Canada on the OpenTable network between August 7, 2021 and August 10, 2021.

